

Back in 1991 eCommerce started off life as a novelty with a few pioneers paving the path for millions to follow. By the end of the 90's and with the boom of the dot com's, Internet stores and online purchasing became mainstream. Back then keyword placement on the first page of Google was a walk in the park, PCI-DSS was non existent, & it was easy to hook customers shopping ebay and drag them onto your eCommerce website. The life of eCommerce was great!

Well, times change. and so did Internet Retailing. Search engines developed algorithms to prevent tricksters from easily gaining first page placement, Expectations of consumers online increased, Conversion became much more difficult & Price wars became profit margin killers. Credit card fraud became a hard learned reality for both online merchants and consumers. By the early 2000's the Internet environment for retailers was unrecognizable.

Just as corporate America and the big box retailers took over main street, their presence was beginning to be felt on the Internet too. National brands were dominated by Internet retailers with deep pockets & the little guys were forced to search trade shows high and low for the absolute niches. SEO using long tail keywords for niche items seem to work well. Then came the great recession.

By 2008 with the presence of the great recession lingering over us, many online retailers closed shop and took down their sites. Domain collectors who had been sitting on vast lists of domains began selling cheap. National brands cut costs and decided to sell direct to their online customers. Internet retailers built on niches were lucky to sell items even taking 20% off and offering free shipping and returns were greater then ever.

By the time the great recession had passed the majority of Internet retailers accepted the low level of sales as the new means. Just as times changed with the online environment, the technology that the consumers are using to surf the web has changed too. As desktop computers become obsolete, Smartphones and tablets are used by the majority of people surfing the web. It's no longer possible to just setup shop and start accepting payments over your website either. All Internet retailers must abide by PCI-DSS compliance and as a consequence Internet retailing has become a much more complex task.

As challenging as E-Commerce may have become, it's also has become a necessity to most retail establishments. Not having an Internet presence is now compared to not being listed in the Yellow Pages 15 years ago. If local businesses do not have a website then they will not be able to keep up with the changing times. The need for eCommerce specialists is evident.

Neuromama.com offers powerful Internet marketing solutions providing the tools, knowledge, and cutting edge that all Internet retailers need in order to succeed in today's competitive online environment.

NeuroMama, Ltd. is a leading provider of Internet Marketing and Website design services based on best practices in the Industry. The Neuromama.com GeoMarketing and SEM programs offer a structured foundation for E-Commerce success. Our specialties include mobile responsive web development and SEM, SEO, local search engine marketing, "GeoMarketing", e-commerce, shopping cart development, product data feeds, and more.

We are a Results Oriented Internet Marketing Group providing clients with superior returns from Internet operations. We provide responsive websites, website support, website re-design, and website upgrades optimized for search engine performance. We ensure that your website looks great and sells effectively.

When it comes to website development, and Internet Marketing you need help from a company that is focused and experienced in providing the best in professional Web development and marketing solutions. With a team of experts under one roof, NeuroMama's goal is to provide you with all of the necessary design, development and marketing services you need to be successful selling your products and services on the Internet.

We know that if you get the website design right, website visitors will stay and buy. Get it wrong through poor imagery, poor usability, poor navigation, poor evidence of trustworthiness, a slow site, or a design that fails to appeal, and your website visitors will leave without buying. We get that. We build great looking websites for top search engine placement, and we optimize websites for best conversion.

We are an ecommerce shop installing and supporting X cart, Magento, WooCommerce, Ubercart, Virtuemart, and open source shopping carts in general. Our specialties include

Infographics

An infographic is the presentation of information or data in a visual way. Infographics get viewed, shared, and appreciated more than most of any other type of content. They are a great way of getting your information out there in a visual engaging way.

Meme

Mem's are a great way to grab the attention of viewers and communicate content. Meme's should be funny, short, and to the point.

Video

Videos are an extremely effective way of providing content that will engage the viewer. If done correctly, a video can be extremely persuasive at selling a product or service.

Guides

A guide is a detailed and fairly long piece of content. It goes beyond the length of a normal blog post or article. Guides should also have visual components that will engage the viewer.

Reviews on a subject

A review is a simple discussion of a subject and your take on it. You make recommendations and share the value or negative impact that something provides. Reviews are helpful when establishing yourself as an authoritative leader in your industry.

Opinion Posts "Rant"

This is a strong and expressive opinion with an assertive tone. This is much different than a normal blog post.

Product reviews

A product review can help establish yourself as being an authoritative figure and leader in your industry. All you need to do is share your experience with the product and provide a recommendation.

How-to content

The how-to is one of the most popular types of content

How-to is one of the most popular forms of content and is very effective in niche industries.

How-to content is also likely to place well in the search engines for long tail keywords that relate to the subject being discussed.

Lists

The statistics say that people are more likely to read content if its in a list. Also everyone likes to read a list provided on a particular subject of interest. eg. "The Top Ten", "5 different ways", etc.

Link pages

This is a page that provides links to great resources around the web relative to your industry.

The benefit about link posts is that they help distribute link appreciation to other sites and provide your own site with authoritative SEO signals and help establish your thought leadership in your field.

Ebook

An ebook is extended content packaged in a different format, usually as a PDF. Ebooks are often a downloadable product, available for free in exchange for joining a mailing list. Producing an ebook helps to strengthen your authority within an industry, and it's an effective and powerful method of sharing your knowledge with others.

Case study

A case study explains what your product or service is and how your customers benefit. The case study includes, what the product or service is, how it works, and the results or benefits."

Podcast

Podcasts are a great form of web 2.0 content. A lot of people listen to podcasts during their commute or when exercising. You have a chance to spread your message farther and better using this format than a lot of other types of content

Interview a leader or expert

Every industry has its leaders and experts. When you're able to interview a leader/expert in your field then you gain a lot of respect from others in the same field as well as a lot of website traffic. Interviews are a form of unique content that no one else has but you.